SAN FRANCISCO PUBLIC LIBRARY
3 1223 08079 1719

PLANNING DEPARTMENT
City and County of San Francisco • 1660 Mission Street, Suite 500 • San Francisco, California • 94103-2414

MAIN NUMBER (415) 558-6378
DIRECTOR'S OFFICE PHONE: 558-6411 4TH FLOOR FAX: 558-6426
ZONING ADMINISTRATOR PHONE: 558-6350 5TH FLOOR FAX: 558-6409
PLANNING INFORMATION PHONE: 558-6377 MAJOR ENVIRONMENTAL FAX: 558-5991
COMMISSION CALENDAR INFO: 558-6422 INTERNET WEB SITE WWW.SFGOV.ORG/PLANNING

- - TRANSMITTAL OF DRAFT COMMISSION RESOLUTIONS FOR ADOPTION - -

Executive Summary

For Hearing on December 14, 2006

5/S

San Francisco Public Library

Government Information Center
San Francisco Public Library
100 Larkin Street, 5th Floor
San Francisco, CA 94102

REFERENCE BOOK

Not to be taken from the Library

t and Octavia Neighborhood Plan—Amendments to the
al Plan, Planning Code and Zoning Map

DOCUMENTS DEPT.

JAN 23 2007

SAN FRANCISCO
PUBLIC LIBRARY

)347E CEQA Findings
)347M Amendments to the General Plan
)347T Amendments to the Planning Code
)347Z Amendments to the Zoning Map

ie Rodgers, Plan Manager 558-6395, Kearstin Dischinger,
en Shotland, and Aksel Olsen

illovits, 415.558.6390

at

ddresses the proposed adoption of amendments to the
de and Zoning Map to implement the Market and Octavia
ummary provides draft Commission Resolutions required to
s listed in the attached documents.

aff reports on the cases, and related draft ordinances were provided in a document entitled **"Materials for Market & Octavia Initiation Hearing, San Francisco Planning Commission, Sept. 28, 2006,"** provided to the Commission prior to its meeting on September 28, 2006. At that hearing, the Commission initiated amendments to the General Plan, Planning Code and Zoning Map by adopting Resolution Nos. 17312, 17313 and 17314 respectively.

Please refer to the document entitled "Materials for Market and Octavia Initiation Hearing" for detailed information, staff reports, and draft Board of Supervisors Ordinances for the proposed General Plan amendment (Exhibit M-1), Planning Code ndment (Exhibit T-1) and Zoning Map Amendment (Exhibit Z-1). At this time, the Board of Supervisors Ordinances, and text of the proposed General Plan

D
REF
711.4097
M341r

PLANNING DEPARTMENT

City and County of San Francisco • 1660 Mission Street, Suite 500 • San Francisco, California • 94103-2414

MAIN NUMBER	DIRECTOR'S OFFICE	ZONING ADMINISTRATOR	PLANNING INFORMATION	COMMISSION CALENDAR
(415) 558-6378	PHONE: 558-6411	PHONE: 558-6350	PHONE: 558-6377	INFO: 558-6422
	4TH FLOOR	5TH FLOOR	MAJOR ENVIRONMENTAL	INTERNET WEB SITE
	FAX: 558-6426	FAX: 558-6409	FAX: 558-5991	WWW.SFGOV.ORG/PLANNING

- - TRANSMITTAL OF DRAFT COMMISSION RESOLUTIONS FOR ADOPTION - -

Executive Summary

For Hearing on December 14, 2006

Project Name: Market and Octavia Neighborhood Plan—Amendments to the General Plan, Planning Code and Zoning Map

DOCUMENTS DEPT.

JAN 23 2007

SAN FRANCISCO
PUBLIC LIBRARY

Case Numbers: 2003.0347E CEQA Findings
2003.0347M Amendments to the General Plan
2003.0347T Amendments to the Planning Code
2003.0347Z Amendments to the Zoning Map

Case Planners: AnMarie Rodgers, Plan Manager 558-6395, Kearstin Dischinger, Stephen Shotland, and Aksel Olsen

Reviewed By: John Billovits, 415.558.6390

Executive Summary Format
This Executive Summary addresses the proposed adoption of amendments to the General Plan, Planning Code and Zoning Map to implement the Market and Octavia Neighborhood Plan. This summary provides draft Commission Resolutions required to adopt these amendments as listed in the attached documents.

Background information, staff reports on the cases, and related draft ordinances were provided in a document entitled **"Materials for Market & Octavia Initiation Hearing, San Francisco Planning Commission, Sept. 28, 2006,"** provided to the Commission prior to its meeting on September 28, 2006. At that hearing, the Commission initiated amendments to the General Plan, Planning Code and Zoning Map by adopting Resolution Nos. 17312, 17313 and 17314 respectively.

Please refer to the document entitled "Materials for Market and Octavia Initiation Hearing" for detailed information, staff reports, and draft Board of Supervisors Ordinances for the proposed General Plan amendment (Exhibit M-1), Planning Code amendment (Exhibit T-1) and Zoning Map Amendment (Exhibit Z-1). At this time, the draft Board of Supervisors Ordinances, and text of the proposed General Plan

amendment, Planning Code amendment and Zoning Map amendment have not been revised from the text provided in the Initiation packet.
As the hearing progresses, the Planning Commission may direct changes to amendments as currently proposed. An addendum of updates will be published before the adoption hearing. An electronic copy of the amendments as currently proposed is available at http://marketoctavia.betterneighborhoods.org. If you want printed copy of the material, contact Aksel Olsen by phone at 415.558.6616, or via email at: aksel.olsen@sfgov.org.

Background Information
The Market and Octavia Neighborhood Plan contains proposed changes to controls for land use, height, bulk, building design, parking and loading, open space, rear yards, and other standards from those currently established by the General Plan, Planning Code and Zoning Map. The Planning Department therefore proposes to amend the General Plan, Planning Code and Zoning Map to implement the Market and Octavia Neighborhood Plan.

Starting in 2000, the Planning Department initiated a public planning process, the Better Neighborhoods Program, which developed a series of policies and proposals including those for land use, height, bulk, building design, density, transportation, and parking in the Market and Octavia area. This program as described in "*The Market and Octavia Neighborhood Plan: Draft for Public Review*," was published by the Planning Department in December 2002. Subsequent revisions are recorded in the "*Market and Octavia Plan Revisions*" published in 2006, all preceding revisions are captured in this final document. The Draft Plan together with the Plan Revisions provide a comprehensive set of policies and implementation programming to realize the vision for the Market and Octavia plan area.

Implementation of the Market and Octavia Neighborhood Plan requires the adoption of amendments to the General Plan and the Planning Code. Adoption of the Market and Octavia Area Plan into the General Plan incorporates plan policies into the city's vision for the area. The policies will be used as a framework for policy decisions in the plan area. Amendments to the Planning Code change the controls that regulate land use and building form. Planning Code changes also include an implementation program such as establishing impact fees associated with new development and Plan Area monitoring.

On September 28, 2006, the Planning Commission adopted Res. No. 17312, a resolution to initiate an amendment to the General Plan pursuant to Planning Code Section 340. Planning Code Section 302 provides for amendments to the Planning Code and the Zoning Map. On September 28, 2006, the Planning Commission adopted

Resolution Nos. 17313 and 17314, Resolutions of Intention to initiate amendments to the Planning Code and the Zoning Map (respectively). Hearings on the proposed General Plan, Planning Code and Zoning Map amendments have taken place (or are scheduled to take place) on October 26th, November 2nd, November 9th, December 7th and December 14th.

Area Location:

The Plan encompasses an irregularly shaped area in northeast San Francisco. It extends two to three blocks in width along Market Street for ten blocks and extends north along the former Central Freeway alignment at Octavia Street for ten blocks. Along Market Street, the Plan Area boundaries extend from 11th and Larkin Streets in the east to Noe and Scott Streets in the west. The boundary jogs north along Noe Street, Duboce Avenue, Scott Street, Waller Street, Webster Street, Oak Street, Buchanan Street, and Grove Street; continues north along the former Central Freeway alignment to Turk Street between Laguna and Franklin Streets; and east of Franklin Street jogs south to Grove and Larkin Streets. The Project Area boundary extends south of Market Street between 10th and 11th Street to Howard Street. Extending west along Howard Street, the Project Area boundaries jog along Division, Mission, Fourteenth, Guerrero, and Sixteenth Streets. The Area Plan boundaries are shown in Exhibit A-1

Requested Commission Action

Three actions are proposed. They include approving resolutions for adopting amendments to the General Plan, Planning Code, and Zoning Map respectively.

1. Proposed General Plan Amendment: 2003.0347M

Proposed amendments to the General Plan seek to protect much of the existing neighborhood character, build on the existing strengths and ensure a mix of housing opportunities including mid-rise and high-rise residential development at the Market Street and Van Ness Avenue and Mission Street and South Van Ness Avenue intersections, with clear standards for ground floor uses, parking and loading, building height and bulk that together will ensure a safe and attractive neighborhood environment, promote use of a variety of travel modes and develop a system of public improvements. Proposed amendments to the General Plan include adding a new area plan, the Market and Octavia Area Plan, and making related amendments to the Commerce and Industry, Housing, Recreation and Open Space, and Transportation Elements, the Civic Center Area Plan, Downtown Area Plan, South of Market Area Plan, and the Land Use Index to implement the Market and Octavia Neighborhood Plan. The proposed amendments are described in a staff report included in "Materials for Market & Octavia Initiation Hearing," provided to the Commission for a hearing on

September 28, 2006. Please refer to that document. A draft Resolution to Adopt General Plan amendment is included in **Exhibit M-2**, and a draft Board of Supervisor's ordinance included as **Exhibit M-3**.

2. Proposed Planning Code Amendment: 2003.0347T

Proposed amendments to the Planning Code seek to implement the General Plan Amendments and establish specific standards and procedures to ensure success of the Plan's goals. Additionally, a system for public improvement fees and a monitoring program will be established with this proposal. Proposed amendments to the Planning Code include revisions to the Planning Code adding Sections 121.5, 158.1, 206.4, 207.6, 207.7, 230, 249.27, 261.1, 263.18, 326-326.8, 341, 731, 731.1, 732, 732.1 and by amending Planning Code Sections 102.5, 121.1, 121.2, 124, 132, 134, 135, 144, 145.1, 145.4, 151.1, 152, 153, 154, 155, 156, 166, 167, 201, 207.4, 208, 209.1-209.9, 234.2, 253, 270, 303, 304, 311, 316, 603, 606 702.1, and 720.1. The proposed amendments are described in a staff report included in "Materials for Market & Octavia Initiation Hearing," provided to the Commission for a hearing on September 28, 2006. Please refer to that document. A Draft Resolution is included as **Exhibit T-2**, and Proposed Board of Supervisors' Ordinance included as **Exhibit T-3**.

3. Proposed Zoning Map Amendment: 2003.0347Z

The proposed Zoning Map Amendment establishes the boundaries for the new zoning and height districts. Generally existing neighborhood commercial districts will become "neighborhood commercial-transit" districts, the residential districts will become "residential transit-oriented" districts and a new special use district, for "downtown residential" uses will be established to enable the creation of a new residential district in SoMa West. The new height districts will generally reduce heights in the residential areas to 40-feet and concentrate height increases in the SoMa West district and along the Market Street corridor. Staff recommends adoption of a draft Resolution to adopt an amendment to the Zoning Map of the Planning Code, including amendments to Sectional Maps 2 and 2H, 7 and 7H, and Maps 2SU and 7SU of the Zoning Map of the City and County of San Francisco. The amendment to the Zoning Map would establish three new zoning districts in the Market and Octavia Plan Area and revise height and bulk districts in the Plan Area. These companion amendments are consistent with the Planning Code amendments. The proposed amendment is described in a staff report included in "Materials for Market & Octavia Initiation Hearing," provided to the Commission for a hearing on September 28, 2006. Please refer to that document. A draft Resolution adopting the proposed amendment is included as **Exhibit Z-2**, and a draft Board of Supervisors' Ordinance included as **Exhibit Z-3**

Environmental Review Status: 2003.0347E
The Planning Commission will consider certification of the Market and Octavia Neighborhood Plan Environmental Impact Report and consider adopting CEQA Findings prior to taking action to adopt the proposed amendments. Planning Code Section 101.1(b) Priority Policies are included in the draft resolutions attached to this Executive Summary.

Public Comment
Since the Better Neighborhoods process started in 2000, the Department has held numerous public meetings, and has briefed the Planning Commission and other public bodies and neighborhood organizations. A list of public meetings and efforts held to elicit public comment is included in **Exhibit A-2**. While some community members have taken issue with details of the Plan, overall, neighborhood residents, property owners, and neighborhood organizations located in and close to the project area have expressed significant support for the Plan.

Basis for Recommendation
Much of the existing neighborhood fabric in the Market and Octavia Neighborhood was built in a transit-oriented manner. The neighborhood has had a healthy mix of neighborhood services within walking distance of housing, a substantial investment in transit infrastructure, with most of the private development being oriented towards housing people. Over the past 60 years, the imposition of large infrastructure and redevelopment projects have deeply scarred the area's physical fabric. In addition, the Planning Code has more recently required new development to provide ample space for car parking even if it has ultimately led to less space for housing. This has resulted in a degradation of the pedestrian realm and a loss of potential housing units. The Market and Octavia Plan seeks to address these issues by holistically addressing the relationship between land use and transportation, and creating whole neighborhoods. The Plan proposes to no longer require parking, to change the density controls for housing, and to encourage a built environment that supports all travel modes.

In this way the Plan, supports the General Plan's vision of building where growth can be accommodated by transit and services, encouraging public transit use over trips by private automobile, and where housing opportunities can be increased adjacent to the downtown area. Anti-demolition policies, lot size limits, building frontage controls, unit size and unit mix protections, alley height controls, are all meant to protect the historic character of the Plan Area and ensure new development is complementary to the "fragile virtues" the community identified as important to neighborhood character. Key

to the plan's success are a number of pedestrian, transit, traffic calming, open space and other public improvements. A comprehensive program of new public infrastructure is necessary to provide these improvements to the area's growing population. The Market and Octavia Community Improvements Fund and Community Infrastructure Impact Fee will create the necessary financial mechanism to fund these improvements in proportion to the need generate by new development.

In order to track implementation, the Planning Department will monitor key indicators. The plan's performance will be gauged relative to benchmarks. If monitoring surveys indicate an imbalance in growth and relevant infrastructure and support, the Planning Department may recommend policy changes to balance development with infrastructure.

The Plan consists of the following key components:
The proposed General Plan, Planning Code and Zoning Map amendments would establish planning and land use controls that would protect the existing character of the Market and Octavia neighborhood, encourage a mix of housing types, and establish standards for ground floor uses, parking and loading, building height and bulk and would reinforce efforts to provide a safe and attractive neighborhood environment. The actions would also approve a plan for public improvements that includes neighborhood parks, streetscape improvements and open space. The new Planning controls would also enable the City to establish an implementation program, which would provide mechanisms to leverage funding for public improvements from new private development, existing revenue streams, and innovative community strategies.

Recommendation
Staff recommends the Planning Commission adopt the attached draft Resolutions to adopt proposed (1) amendments to the General Plan; (2) amendments to the Planning Code; and (3) amendments to the Zoning Map to implement the Market and Octavia Neighborhood Plan. This Executive Summary includes draft resolutions and draft ordinances for Planning Commission consideration on each of the related cases.

Attachments

Exhibit A-1 Area Plan Boundary (1 page)
Exhibit A-2a List of Public Meetings and Outreach (4 pages)

Exhibit M-2 **Case 2003.0347M** Draft Planning Commission Resolution Adopting General Plan Amendments
(11 pages)

Exhibit T-2 **Case 2003.0347T** Draft Planning Commission Resolution Adopting Planning Code Amendments
(11 pages)

Exhibit Z-2 **Case 2003.0347Z** Draft Planning Commission Resolution Adopting Planning Code (Zoning Map) Amendments
(10 pages)

Note: *Staff Reports and the text of the proposed General Plan Amendment, Planning Code amendment and Zoning Map amendment are contained in the document entitled "Materials for Market & Octavia Initiation Hearing (Case 2003.0347EMTZ)" provided to the Planning Commission for its hearing on September 28, 2006. That document contains the following staff reports:*

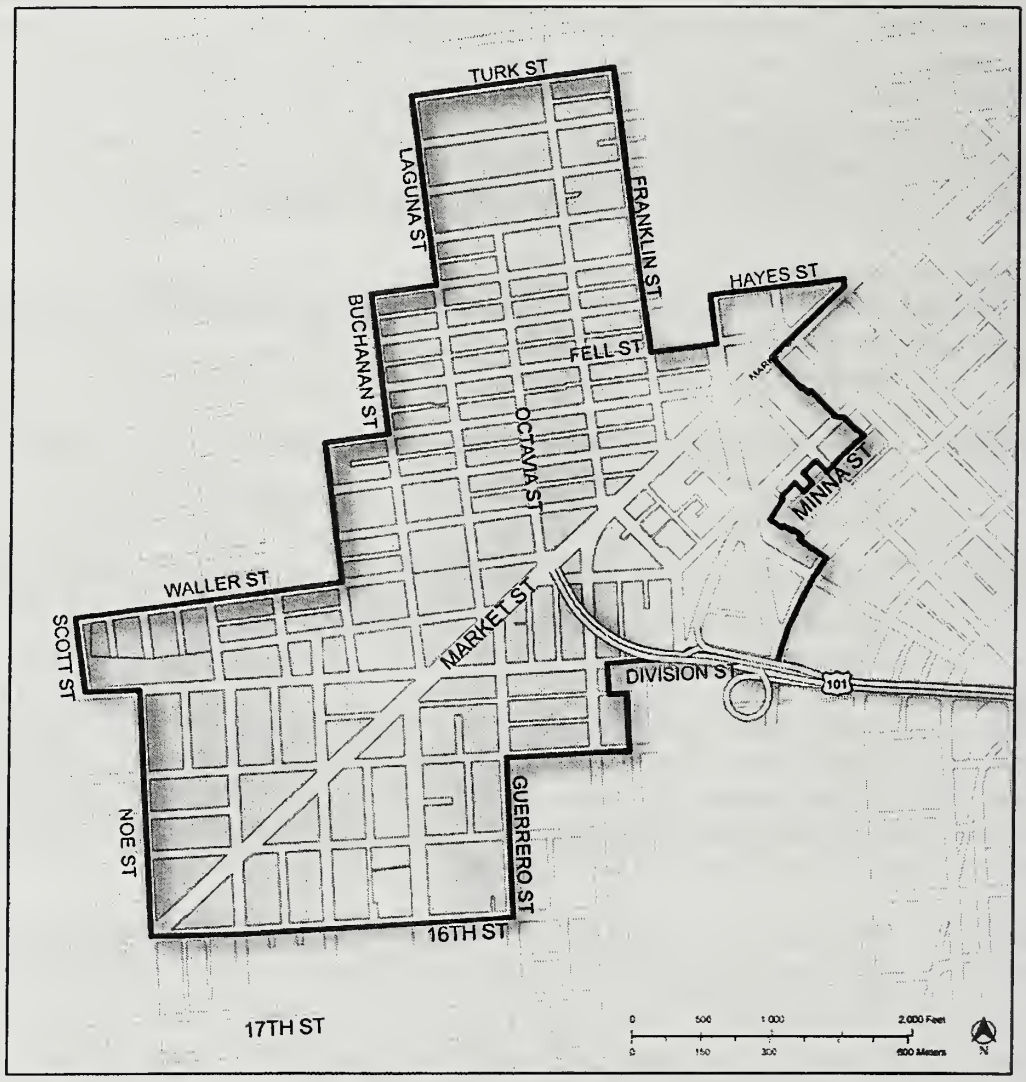
Exhibit M-1 Planning Department Staff Report Adopting General Plan Amendments
Exhibit M-2 Draft Board of Supervisors Ordinance – Market & Octavia Area Plan and General Plan Amendments

Exhibit T-1 Planning Department Staff Report Initiating Planning Code Amendments
Exhibit T-3 Draft Board of Supervisors Ordinance – Planning Code Amendments

Exhibit Z-1 Planning Department Staff Report Initiating Zoning Map Amendments
Exhibit Z-3 Draft Board of Supervisors Ordinance – Planning Code (Zoning Map Amendments)

An electronic copy of these documents is available at *http://marketoctavia.betterneighborhoods.org*. If you want printed copy of the material, contact Aksel Olsen by phone at 415.558.6616, or via email at: *aksel.olsen@sfgov.org*.

Exhibit A-1 Area Plan Boundary



Market and Octavia Area Plan Boundary

Exhibit A-2a Partial List of Public Meetings and Outreach

This partial list of public meetings, workshops and outreach has been updated since inclusion in September 28 initiation packet.

What Makes a Great Neighborhood - Workshop One
Tuesday, May 2, 2000, 6:00 – 8:00pm
First Baptist Church, Octavia and Market Streets

Upper Market and Octavia Walking Tour
Wednesday, June 7, 2000, 6:00pm

Upper Market Bus Tour
Saturday, June 17, 2000, 10:30 AM

Market and Octavia Workshop Two
August 22, 2000, 6:00 PM
First Baptist Church, Octavia and Market Streets

Market and Octavia Workshop Three
January 18, 2001, 6:00 PM
First Baptist Church, Octavia and Market Streets

Central Freeway Parcel - Meeting 1
March 1, 2001, 6:30 PM
First Baptist Church, Octavia and Market Streets

Central Freeway Parcel - Meeting 2
April 26, 2001, 6:30 PM
First Baptist Church, Octavia and Market Streets

Central Freeway Parcel - Meeting 3
June 26, 2001, 6:30 PM
First Baptist Church, Octavia and Market Streets

Market and Octavia Workshop Four
December 4, 2001, 6:00 PM
First Baptist Church, Octavia and Market Streets

Draft Plan Release Event
Tuesday, December 17th, 2002
6:00-9:00pm - Ongoing Discussions and Hourly Presentations
GLBT Center, Market Street at Octavia Blvd.

Walking Tours of the Market and Octavia Neighborhood
January 12th & 18th, 2003
11am-1pm tour of plan area highlighting changes proposed in the plan

Open office hours for drop-in questions and comments
January 9th, 14th & 21st, 2003, 4:00 – 7:00 pm
Planning Department office, 1660 Mission Street

Community Response to Draft Plan Workshop
January 28th, 2003, 6:00 PM
First Baptist Church, Octavia and Market Streets

Planning Commission Briefing and Community Comments
March 13, 2003, 12:30 PM
City Hall, Room 400, 1 Dr. Carlton B. Goodlett Place

Market and Octavia Community Meeting: Refinements & Next Steps
May 13th 2003, 6:00 PM
First Baptist Church, Octavia and Market Streets

What's New and What's Next Community Meeting
February 17, 2005, 6:30 PM
First Baptist Church, Octavia and Market Streets

Market and Octavia Zoning Workshop
June 21, 2005, 6:30 PM
LGBT Center, Market Street at Octavia Blvd.

Market and Octavia Plan Presentation
Planning Commission
March 20th, 2003
City Hall, Room 400, 1 Dr. Carlton B. Goodlett Place

Market and Octavia Plan Presentation
San Francisco Redevelopment Commission
November 1, 2005, 8:00 PM
City Hall, Room 400, 1 Dr. Carlton B. Goodlett Place

Market and Octavia Pre-Adoption Workshop
May 23, 2006, 6:30 – 8:30PM
LGBT Center, Market Street at Octavia Blvd.

Market and Octavia Plan Informational Presentation
Planning Commission
September 7th, 2006
City Hall, Room 400, 1 Dr. Carlton B. Goodlett Place

Market and Octavia Plan Initiation Hearing
Planning Commission
September 28th, 2006
City Hall, Room 400, 1 Dr. Carlton B. Goodlett Place

Market and Octavia Plan Adoption Hearing #1
Planning Commission
October 26th, 2006
City Hall, Room 400, 1 Dr. Carlton B. Goodlett Place

Market and Octavia Plan Adoption Hearing #2
Planning Commission
November 2nd, 2006
City Hall, Room 400, 1 Dr. Carlton B. Goodlett Place

Market and Octavia Plan Adoption Hearing #3
Planning Commission
November 9th, 2006
City Hall, Room 400, 1 Dr. Carlton B. Goodlett Place

Additional Outreach

Planning Staff Attended the following Neighborhood Association Meetings

CAPA Workshop
March 9, 2002, 10 AM – 4 PM
July 19, 2006, 6:30 PM – 8 PM

Clinton Park Neighborhood Group
August 23, 2005
Francis of Assisi Center

DTNA Meeting
CPMC Davies Hospital
May 5, 2003
January 19, 2005
September 12, 2005
November 14, 2005
December 1, 2005

DTNA Open Office Hours
November 16, 2005
San Francisco Planning Department, 1660 Mission Street

DTNA Meeting
November 29, 2005
San Francisco Planning Department, 1660 Mission Street

Eureka Valley Promotions Association
August 17th, 2006

Haight Ashbury Neighborhood Council
January 1, 2002

Hayes Valley Community Meeting
October 6, 2004, 6:30 PM

Hayes Valley Merchants Association
October 18, 2006

Merchants of Upper Market and Castro – MUMC
October 5, 2006

Pedestrian Safety Advisory Committee
October 23, 2006

Further outreach was conducted in the form of presentations and discussions at other neighborhood organization meetings on the plan and related issues, including numerous community meetings on the University of Berkeley Extension site at 55 Laguna Street. Planning Department staff has also met with groups as requested including but not limited to Duboce Triangle Neighborhood Association, Hayes Valley Neighborhood Association, Mission Dolores Neighborhood Association, Castro Area Planning Association, and an assortment of historic preservation specialists.

Meetings with neighborhood representatives on **historic preservation** and **community improvements** were held on the following dates:

October 20th 2006
November 3rd 2006
December 1st 2006

In addition to our outreach program for workshops and meetings, the Planning Department provided the following updates about the Market and Octavia Neighborhood Plan to individuals and organizations on its Market and Octavia Neighborhood Plan mailing list:

Invitation for Neighborhood Group Participation
July 17, 2000 letter

Newsletters
Summer, 2000 Update
Winter 2001 Update
Fall 2004 Update
Winter 2004 Update, December 12, 2004
Spring 2005 Update
Summer 2005 Update, July 7, 2005

Website Updates
Spring 2000 to Present, *Continuously*

Planning Commission Hearings

Date	Summary of Hearing Topic
Sept. 7, 2006	Informational Presentation on the Market & Octavia Neighborhood Plan, history and process for Commission Consideration and action. Hearing at Planning Commission to Initiate Market and Octavia Neihborhood Plan – related amendments to the General Plan, Planning Code & Zoning Map
September 28, 2006	Market & Octavia Area Plan – Initiate Amendments to: 2003.0347M - General Plan (Res. 17312) 2003.0347T - Planning Code (Res. 17313) 2003.0347Z - Zoning Map (Res. 17314)
Oct. 26, 2006	***Case 2003.0347MTZ - Hearing #1*** Staff presented the Planning Commission and members of the public on the following aspects of the Market & Octavia Plan: • Plan overview, including information about the Better Neighborhoods Program; • profile of the Market and Octavia Area Plan (issues and opportunities); • Planning process and public outreach; • Plan for Housing, Transportation, Streets and Open Space; • Summary of required Planning Commission Actions and Plan Implementation structure.
Nov. 2, 2006	***Cases 2003.0347MTZ - Hearing # 2*** Presentation on the following aspects of the Market & Octavia Plan:

Date	Summary of Hearing Topic
	• Historic Preservation, • Parking and Housing Density Controls. • Public comment on the subjects discussed at the hearing.
Nov. 9, 2006	***Cases 2003.0347MTZ - Hearing # 3 on*** Presentation on the following aspects of the Market & Octavia Plan: • Transportation, Streets and Open Space; • Community Improvements / Public Benefits, including a description of the proposed fee and revenue strategies, and establishment of an Implementation Advisory Committee to oversee Plan implementation. • Public comment on the subjects discussed at the hearing.
December 7, 2006	***Case 2003.0347MTZ - Hearing # 4*** **Presentation on:** • Pipeline projects –projects that are currently under review by the Planning Department; • Historic Preservation and Parking (continued from Nov. 2, 2006 • Follow-Up on Questions and Matters Raised at Prior Hearings.
Jan. 11, 2007	***Case 2003.0347MTZ - Hearing # 5 (Continued from Dec. 14, 2006)*** The Planning Commission may consider the following aspects of the Plan: • Community Improvements / Public Benefits (continuation) • SoMa West Area Heights Review Towers and Transitions • Pipeline Projects Discussion on Plan Proposal Overview of various minor project-related issues in plan area • 555 Fulton St. land use and height district issue • Follow-Up on various Comments and Questions (continuation)
Feb 8, 2007	*Case 2003.0347MTZ - Hearing # 6 (on advance calendar)*
Feb 15, 2007	*Case 2003.0347MTZ - Hearing # 7 – Adoption (on advance calendar)*

EXHIBIT M-2 PROPOSED GENERAL PLAN AMENDMENTS - RESOLUTION

SAN FRANCISCO

PLANNING COMMISSION

RESOLUTION NO. GP RES NO

WHEREAS, Section 4.105 of the Charter of the City and County of San Francisco mandates that the Planning Department shall periodically recommend to the Board of Supervisors for approval or rejection proposed amendments to the General Plan.

The San Francisco Planning Department is seeking to implement the Market and Octavia Neighborhood Plan ("Neighborhood Plan"), which encourages diverse and affordable housing, choices for movement, safe streets, and a cohesive neighborhood fabric.

Starting in 2000, the Planning Department initiated a public planning process, the Better Neighborhoods Program, which developed a series of policies and proposals including those for land use, height, bulk, building design, density, transportation, and parking in the Market and Octavia area as described in "*The Market and Octavia Neighborhood Plan: Draft for Public Review*," which was published by the Planning Department in December 2002. Subsequent revisions are recorded in the "*Market and Octavia Plan Revisions*" published in the summer of 2006, all preceding revisions are captured in this final document. The Draft Plan together with the Plan Revisions provide a comprehensive set of policies and implementation programming to realize the vision for the Market and Octavia plan area, including an overall land use and height plan, specific urban design standards for building setbacks, ground floor uses, tower bulk and spacing, and a framework to guide the implementation of street and transportation improvements, as well as for open space amenities.

Overall, policies envisioned for the Market and Octavia neighborhood would be consistent with the General Plan. However, a number of amendments to the General Plan, **attached in an Ordinance hereto as Exhibit M-3,** including the addition of a Market and Octavia Area Plan ("The Plan"), and revisions to other Elements, Area Plans and the Land Use Index of the General Plan, are required to achieve the neighborhood vision described in the Market and Octavia Neighborhood Plan. The City Attorney's Office has reviewed the draft ordinance and approved it as to form.

On September 28, 2006, the Planning Commission approved Res. No. 17312, a Resolution of intention to initiate amendments to the General Plan.

Subsequent to adopting Res. No. 17312, the Planning Commission held a series of public hearings to consider the proposed amendments and to receive public comment, including hearings on October 26, Nov. 2, Nov. 9, Dec. 7, 2006. Staff recommends adoption of the draft resolution adopting an amendment to the General Plan. The amendment would add a new area plan, the Market and Octavia Area Plan to the General Plan, and make related amendments to the Commerce and Industry, Housing, Recreation and Open Space, and Transportation Elements, the Civic Center Area Plan, Downtown Area Plan, South of Market Area Plan, and the Land Use Index to implement the Market and Octavia Neighborhood Plan.

The Plan will encourage the development of new housing, neighborhood services, open space and sustainable transportation in the Market and Octavia neighborhood generally including the intersections of Market and Church Streets, Market Street and Van Ness Avenue, and the new Octavia Boulevard and parcels within walking distance of these areas. The Plan will ensure that new development regenerates the neighborhood fabric where the Central Freeway once stood and transforms the SoMa West area into a full-service neighborhood. The Plan supports the General Plan's vision of building where growth can be accommodated by transit and services, encouraging public transit use over travel by private automobile, and expanding housing opportunities adjacent to the downtown area. The Plan lays the policy foundation for additional changes that are detailed in the Neighborhood Plan, amendments to the General Plan Amendments, Planning Code, Zoning Map and other implementation measures. The Neighborhood Plan consists of the following key components:

- Revised Planning Code and Zoning controls that seek to protect much of the existing character of the neighborhood and ensure a mix of housing opportunities including mid-rise and high-rise residential development at the Market and Van Ness intersection, with clear standards for ground floor uses, parking and loading, building height and bulk that together will ensure a safe and attractive neighborhood environment;
- A detailed plan for public improvements, including neighborhood parks, streetscape improvements, pedestrian amenities, and community services, such as child care, library services, and recreational facilities;
- A detailed implementation program that leverages funding for public improvements from new private development, existing funding streams, and innovative community strategies.

The Planning Commission will consider certification of the Market and Octavia Neighborhood Plan Environmental Impact Report and adoption of CEQA Findings on or after 12/7/2006 prior to considering relevant amendments to the General Plan, Planning Code and the Zoning Map. It will also consider adopting California Environmental Quality Act Findings at that hearing.

Planning Code Section 101.1(b) establishes eight priority policies and is the basis by which differences between competing policies in the General Plan are resolved. The project is consistent with the eight priority policies, in that:

1. That existing neighborhood serving retail uses be preserved and enhanced and future opportunities for resident employment in or ownership of such businesses enhanced.

The Plan will have a positive effect on neighborhood serving retail uses. The Market and Octavia Plan supports existing and new commerce by encouraging ground floor retail in commercial areas and other improvements to the pedestrian realm. New development enabled by the Market and Octavia Plan will enhance the neighborhood commercial districts along Market Street, Octavia Boulevard, Hayes Street, Gough Street, and Inner Valencia Street, providing potential employment and ownership opportunities for San Francisco residents. The proposed amendments will support the creation of new housing units, providing a market for increased retail uses along these corridors and allow expansion of the customer base for neighborhood serving businesses beyond the constraints of automobile congestion and parking.

2. That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods.

The Plan protects and enhances the existing neighborhood character by applying appropriate height and bulk limits, protecting landmark and other historic buildings, reinforcing neighborhood commercial districts, preserving and enhancing cultural and educational institutions, marking major intersections as visual landmarks, discouraging land assembly, and detailing fundamental design principles.

The proposed height and bulk controls emphasize consistency with current development patterns. Additionally the controls were designed with a focus on protecting sunlight access for streets and alleyways.

Neighborhood-serving retail will be concentrated along Hayes, Gough, Market, Valencia, Church, and Castro streets, and Van Ness Avenue accordant with existing patterns.

3. That the City's supply of affordable housing be preserved and enhanced.

The proposed amendments will have a positive effect on the City's housing stock, and the Market &and Octavia Neighborhood's share of housing. They will enable the creation of new housing units in the Market &and Octavia Neighborhood, positively effecting the City's housing supply. Projects within the plan area will be subject to inclusionary housing requirements; fifteen to twenty percent of units would be permanently affordable. Additional mechanisms to ensure permanent housing affordability include preservation of existing housing stock, unbundling parking from housing, and flexibility in density controls. The redevelopment of the 22 Central Freeway parcels will result in the net increase of about 800 to 900 housing units in the Project Area by 2025. Approximately 50% of these units will be available at below market rates. The plan requires that any demolished units be replaced by an equal or greater number of units.

4. That commuter traffic not impede MUNI transit service or overburden our streets or neighborhood parking.

The Plan would not result in commuter traffic impeding Muni transit service or overburdening the streets or neighborhood parking. Currently numerous bus lines and Muni trains run through Market and Octavia Neighborhood; including those along Market Street, Haight Street, Fillmore Street, Church Street, Mission Street, Valencia Street, Van Ness Avenue, and Eleventh Street. To mitigate potential impacts to these Muni lines, the Plan encourages the City to study the creation of Bus Rapid Transit lanes, transit lanes, transit preemption/prioritization signaling, and other transit improvements.

The Plan would support an increase in the residential population of the area, which would increase trips originating and/or terminating in the neighborhood. The high concentration of new residential development, easy access to jobs, service and transit, and pedestrian improvements indicate that new Market and Octavia neighborhood residents would make a greater share of trips without the use of the private automobile, reducing the impacts created by additional residents. In these ways, the Plan would not overburden streets and neighborhood parking.

The Market and Octavia Plan policies support a transportation strategy that builds on the existing transit and pedestrian infrastructure when appropriate. Existing neighborhood parking is protected by policies that shift demand, manage existing and future supply, and encourage higher utilization through innovative transit such as car sharing.

5. That a diverse economic base be maintained by protecting our industrial and service sectors from displacement due to

commercial office development, and that future opportunities for resident employment and ownership in these sectors be enhanced.

The Plan would not adversely affect the industrial or service sectors. The existing industrial and service businesses in the plan area are currently in the SoMa West neighborhood. These businesses would not be displaced by commercial office development. Due to its proximity to the downtown, the Plan envisions transforming this area into a vibrant new mixed-use residential neighborhood, providing much needed housing, a full range of new services and vibrant streets and public spaces. A portion of the original Market and Octavia study area included a portion of the Mission District that included repair and service sector uses, these blocks, south of Division Street, have been removed from the Market and Octavia Area Plan. Other than in the SoMa West area, the Plan does not make major changes to the allowable uses in the plan area.

6. That the City achieves the greatest possible preparedness to protect against injury and loss of life in an earthquake.

The Plan would not adversely affect preparedness against injury and loss of life in an earthquake and would comply with applicable safety standards. New residential buildings would be subject to the City's Building Code, Fire Code and other applicable safety standards.

7. That landmarks and historic buildings be preserved.

The Plan would not have a negative effect on the preservation of landmarks and historic buildings. The Market and Octavia Area Plan calls for the protection of existing landmarks and historic buildings. A complete historic survey of the plan area will ensure that no historic resources are in contest with the Plan. The plan strengthens protection for historic resources and potential historic districts.

8. That our parks and open space and their access to sunlight and vistas be protected from development.

The Plan would have a positive effect on parks and open space, and would not adversely affect existing open spaces or their access to sunlight and vistas. The Plan includes a series of open space improvements: the development of Hayes Green, McCoppin Park near the freeway touchdown, a neighborhood park on Brady Street, and the conversion of sidewalks, some narrow streets and alleys to open space amenities. The Market and Octavia Plan details concepts and

strategies for "living streets," and identifies numerous opportunities for these types of improvements within the plan area.

Individual buildings reviewed according to procedures described in Planning Code Section 295 are evaluated to identify the impacts of projects and buildings. Project permits can't be approved if the impacts are found to be significant.

The Market and Octavia planning process built on existing General Plan policies. Analysis of applicable General Plan Objectives and Policies has determined that the proposed action is, on balance, consistent with the General Plan as it is proposed to be amended. The proposed actions offer a compelling articulation and implementation of many of the concepts outlined in the General Plan, especially the Air Quality, Urban Design, Transportation Element, Commerce and Industry, Recreation and Open Space, and Arts Elements. New Area Plan policies and zoning controls articulate these directive policies with specific consideration for the neighborhood conditions of the Market and Octavia Plan Area. Below are specific policies and objectives that support the proposed actions.

NOTE: General Plan Elements are in *CAPITAL ITALICS*
General Plan Objectives are in CAPITAL LETTERS
General Plan Policies are in Arial standard font
Key Polices and Objectives are **Bolded**

AIR QUALITY ELEMENT

OBJECTIVE 2: REDUCE MOBILE SOURCES OF AIR POLLUTION THROUGH IMPLEMENTATION OF THE TRANSPORTATION ELEMENT OF THE GENERAL PLAN

- reducing congestion on roadways;
- giving priority to public transit, as mandated by the "Transit First" policy;
- encouraging the use of modes of travel other than single occupant vehicles such as transit, carpooling, walking, and bicycling;
- managing the supply of parking in the downtown area.
- promoting coordination between land use and transportation to improve air quality; and

OBJECTIVE 3: DECREASE THE AIR QUALITY IMPACTS OF DEVELOPMENT BY COORDINATION OF LAND USE AND TRANSPORTATION DECISIONS.

POLICY 3.1 Take advantage of the high density development in San Francisco to improve the transit infrastructure and also encourage high density and compact development where an extensive transportation infrastructure exists.

POLICY 3.2 Encourage mixed land use development near transit lines and provide retail and other types of service oriented uses within walking distance to minimize automobile dependent development.

POLICY 3.3 Continue existing city policies that require housing development in conjunction with office development and expand this requirement to other types of commercial developments.

POLICY 3.4 Continue past efforts and existing policies to promote new residential development in and close to the downtown area and other centers of employment, to reduce the number of auto commute trips to the city and to improve the housing/job balance within the city.

POLICY 3.5 Continue existing growth management policies in the city and give consideration to the overall air quality impacts of new development including its impact on the local and regional transportation system in the permit review process. Ensure that growth will not outpace improvements to transit or the circulation system.

POLICY 3.6 Link land use decision making policies to the availability of transit and consider the impacts of these policies on the local and regional transportation system.

POLICY 3.9 Encourage and require planting of trees in conjunction with new development to enhance pedestrian environment and select species of trees that optimize achievement of air quality goals.

URBAN DESIGN ELEMENT

OBJECTIVE 1: EMPHASIS OF THE CHARACTERISTIC PATTERN WHICH GIVES TO THE CITY AND ITS NEIGHBORHOODS AN IMAGE, A SENSE OF PURPOSE, AND A MEANS OF ORIENTATION.

POLICY 1.6 Make centers of activity more prominent through design of street features and by other means.

POLICY 1.8 Increase the visibility of major destination areas and other points for orientation.

POLICY 2.6 Respect the character of older development nearby in the design of new buildings.

OBJECTIVE 4: IMPROVEMENT OF THE NEIGHBORHOOD ENVIRONMENT TO INCREASE PERSONAL SAFETY, COMFORT, PRIDE AND OPPORTUNITY.

POLICY 4.11 Make use of street space and other unused public areas for recreation.

TRANSPORTATION ELEMENT

POLICY 1.1 Involve citizens in planning and developing transportation facilities and services, and in further defining objectives and policies as they relate to district plans and specific projects.

POLICY 1.2 Ensure the safety and comfort of pedestrians throughout the city.

POLICY 1.3 Give priority to public transit and other alternatives to the private automobile as the means of meeting San Francisco's transportation needs, particularly those of commuters.

POLICY 1.6 Ensure choices among modes of travel and accommodate each mode when and where it its most appropriate.

OBJECTIVE 3: MAINTAIN AND ENHANCE SAN FRANCISCO'S POSITION AS A REGIONAL DESTINATION WITHOUT INDUCING A GREATER VOLUME OF THROUGH AUTOMOBILE TRAFFIC.

POLICY 3.1 The existing vehicular capacity of the bridges, highways, and freeways entering the city should not be increased and, for single-occupant vehicles, should be reduced where possible.

OBJECTIVE 4: MAINTAIN AND ENHANCE SNA FRANCISCO'S POSITION AS THE HUB OF A REGIONAL, CITY-CENTERED TRANSIT SYSTEM.

POLICY 7.1 Reserve a majority of the off-street parking spaces at the periphery of downtown for short term parking.

OBJECTIVE 11: ESTABLISH PUBLIC TRANSIT AS THE PRIMARY MODE OF TRANSPORTATION IN SAN FRANCISCO AND AS A MEANS THROUGH WHICH TO GUIDE FUTURE DEVELOPMENT AND IMPROVE REGIONAL MOBILITY AND AIR QUALITY.

OBJECTIVE 14: DEVELOP AND IMPLEMENT A PLAN FOR OPERATIONAL CHANGES AND LAND USE POLICIES THAT WILL MAINTAIN MOBILITY AND SAFETY DESPITE A RISE IN TRAVEL DEMAND THAT COULD OTHERWISE RESULT IN SYSTEM CAPACITY DEFICIENCIES.

POLICY 14.1 Reduce road congestion on arterials through the implementation of traffic control strategies, such as signal-light synchronization and turn controls, that improve vehicular flow without impeding movement for pedestrians and bicyclists.

POLICY 14.2 Ensure that traffic signals are timed and phased to emphasize transit, pedestrian, and bicycle traffic as part of a balanced multi-modal transportation system.

POLICY 14.3 Improve transit operation by implementing strategies that facilitate and prioritize transit vehicle movement and loading.

POLICY 14.4 Reduce congestion by encouraging alternatives to the single occupant auto through the reservation of right-of-way and enhancement of other facilities dedicated to multiple modes of transportation.

POLICY 14.7 Encourage the use of transit and other alternatives modes of travel to the private automobile through the positioning of building entrances and the convenient location of support facilities that prioritizes access from these modes.

OBJECTIVE 15: ENCOURAGE ALTERNATIVES TO THE AUTOMOBILE AND REDUCED TRAFFIC LEVELS ON RESIDENTIAL STREETS THAT SUFFER FROM EXCESSIVE TRAFFIC THROUGH THE MANAGEMENT OF TRANSPORTATION SYSTEMS AND FACILITIES.

POLICY 15.1 Discourage excessive automobile traffic on residential streets by incorporating traffic-calming treatments.

Such treatments may include signalization and signage changes that favor other modes of transportation, widened sidewalks, landscape strips, bicycle lanes or transit stops, bicycle-and-transit friendly speed bumps, or reduced traffic speeds.

POLICY 15.2 Consider partial closure of certain residential streets to automobile traffic where the nature and level of automobile traffic impairs livability and safety, provided that there is an abundance of alternative routes such that the closure will not create undue congestion on parallel streets.

POLICY 18.2 Design streets for a level of traffic that serves, but will not cause a detrimental impact on adjacent land uses.

POLICY 20.2 Reduce, relocate or prohibit automobile facility features on transit preferential streets, such as driveways and loading docks, to avoid traffic conflicts and automobile congestion.

OBJECTIVE 23: IMPROVE THE CITY'S PEDESTRIAN CIRCULATION SYSTEM TO PROVIDE FOR EFFICIENT, PLEASANT, AND SAFE MOVEMENT.

OBJECTIVE 24: IMPROVE THE AMBIENCE OF THE PEDESTRIAN ENVIRONMENT.

OBJECTIVE 26: CONSIDER THE SIDEWALK AREA AS AN IMPORTANT ELEMENT IN THE CITYWIDE OPEN SPACE SYSTEM.

OBJECTIVE 27: ENSURE THAT BICYCLES CAN BE USED SAFELY AND CONVENIENTLY AS A PRIMARY MEANS OF TRANSPORTATION AS WELL AS FOR RECREATIONAL PURPOSES.

OBJECTIVE 30: ENSURE THAT THE PROVISION OF NEW OR ENLARGED PARKING FACILITIES DOES NOT ADVERSELY AFFECT THE LIVABILITY AND DESIRABILITY OF THE CITY AND ITS VARIOUS NEIGHBORHOODS.

COMMERCE AND INDUSTRY ELEMENT

POLICY 1.1 Encourage development which provides substantial net benefits and minimizes undesirable consequences. Discourage development which has substantial undesirable consequences that cannot be mitigated.

OBJECTIVE 6: MAINTAIN AND STRENGTHEN VIABLE NEIGHBORHOOD COMMERCIAL AREAS EASILY ACCESSIBLE TO CITY RESIDENTS.

POLICY 6.1 Ensure and encourage the retention and provision of neighborhood-serving goods and services in the city's neighborhood commercial districts, while recognizing and encouraging diversity among the districts.

POLICY 6.2 Promote economically vital neighborhood commercial districts which foster small business enterprises and entrepreneurship and which are responsive to economic and technological innovation in the marketplace and society.

POLICY 6.3 Preserve and promote the mixed commercial-residential character in neighborhood commercial districts. Strike a balance between the preservation of existing affordable housing and needed expansion of commercial activity.

POLICY 6.6 Adopt specific zoning districts which conform to a generalized neighborhood commercial land use and density plan.

POLICY 6.7 Promote high quality urban design on commercial streets.

POLICY 7.1 Promote San Francisco, particularly the civic center, as a location for local, regional, state and federal governmental functions.

RECREATION AND OPEN SPACE ELEMENT

POLICY 2.1 Provide an adequate total quantity and equitable distribution of public open spaces throughout the City.

POLICY 2.7 Acquire adequate open space for public use.

POLICY 2.9 Maintain and expand the urban forest.

POLICY 2.12 Expand community garden opportunities throughout the City.

POLICY 4.6 Assure the provision of adequate public open space to serve new residential development.

POLICY 4.7 Provide open space to serve neighborhood commercial districts.

ARTS ELEMENT

POLICY 1.1 Encourage development which provides substantial net benefits and minimizes undesirable consequences. Discourage development which has substantial undesirable consequences that cannot be mitigated.

NOW, THEREFORE BE IT RESOLVED, That pursuant to Planning Code Section 340, the Planning Commission held a public hearing on September 28, 2006 and adopted Resolution No. 17312, a Resolution of intention to initiate amendments to the General Plan of the City and County of San Francisco, in order to implement the proposed Market and Octavia Neighborhood Plan.

AND BE IT FURTHER RESOLVED, That pursuant to Planning Code Section 306.3, the Planning Commission authorized the Department to provide appropriate notice for a series of public hearings on October 26, Nov. 2, Nov. 9, Dec. 7, and Dec. 14, 2006, to consider the above referenced General Plan amendment in a draft ordinance approved as to form by the City Attorney contained in **Exhibit M-3**, as though fully set forth herein.

I hereby certify that the foregoing Resolution was ADOPTED by the City Planning Commission on _____ ___, 2006.

Linda Avery
Commission Secretary

EXHIBIT T-2 PLANNING CODE AMENDMENTS RESOLUTION

SAN FRANCISCO

PLANNING COMMISSION

RESOLUTION NO. PC RES NO

WHEREAS, Section 4.105 of the Charter of the City and County of San Francisco mandates that the Planning Department shall periodically recommend to the Board of Supervisors for approval or rejection proposed amendments to the Planning Code.

The San Francisco Planning Department is proposing to amend the Planning Code to implement the Market and Octavia Neighborhood Plan ("Neighborhood Plan") and to bring the Planning Code regulations governing this area into consistency with the Market and Octavia Area Plan ("The Plan").

Starting in 2000, the Planning Department initiated a public planning process, the Better Neighborhoods Program, which developed a series of policies and proposals including those for land use, height, bulk, building design, density, transportation, and parking in the Market and Octavia area as described in "The Market and Octavia Neighborhood Plan: Draft for Public Review," which was published by the Planning Department in December 2002. Subsequent revisions are recorded in the "Market and Octavia Plan Revisions" published in the summer of 2006, all preceding revisions are captured in this final document. The Draft Plan together with the Plan Revisions provide a comprehensive set of policies and implementation programming to realize the vision for the Market and Octavia plan area. As part of the companion case 2003.0347M, the Planning Commission proposes to amend the General Plan, adding the Market and Octavia Area Plan as a new area plan and making related amendments to other elements, area plans, and the Land Use Index of the General Plan.

The Planning Code governs permitted land uses and planning standards in the area. Thus, conforming amendments to the Planning Code are required in order to implement the Neighborhood Plan and in order for development to proceed in the Market and Octavia neighborhood area consistent with The Plan.

A draft ordinance, attached hereto as **Exhibit T-3**, has been drafted in order to make revisions to the Planning Code necessary to implement the Market and Octavia Area Plan, including adding Sections 121.5, 158.1, 206.4, 207.6, 207.7, 230, 249.27, 261.1, 263.18, 326- 326.8, 341, 731, 731.1, 732, 732.1 and by amending Planning Code Sections 102.5, 121.1, 121.2, 124, 132, 134, 135, 144, 145.1, 145.4, 151.1, 152, 153, 154, 155, 156, 166, 167, 201, 207.4, 208, 209.1-209.9, 234.2, 253, 270, 303, 304, 311, 316, 603, 606 702.1, and 720.1 to

implement the Market and Octavia Neighborhood Plan and conform with the General Plan amendments adopted by the Commission by Resolution No. GP RES NO. The City Attorney's Office has reviewed the draft ordinance and approved it as to form.

Planning Code Section 101.1(b) establishes eight priority policies and is the basis by which differences between competing policies in the General Plan are resolved. The project is consistent with the eight priority policies, in that:

1. That existing neighborhood serving retail uses be preserved and enhanced and future opportunities for resident employment in or ownership of such businesses enhanced.

The proposed amendments will have a positive effect on neighborhood serving retail uses. The Market and Octavia Plan supports existing and new commerce by encouraging ground floor retail in commercial areas and other improvements to the pedestrian realm. New development enabled by the Market and Octavia Plan will enhance the neighborhood commercial districts along Market Street, Octavia Boulevard, Hayes Street, Gough Street, and Inner Valencia Street, providing potential employment and ownership opportunities for San Francisco residents. The proposed amendments will support the creation of new housing units, providing a market for increased retail uses along these corridors and allow expansion of the customer base for neighborhood serving businesses beyond the constraints of automobile congestion and parking.

2. That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods.

The Plan protects and enhances the existing neighborhood character by applying appropriate height and bulk limits, protecting landmark and other historic buildings, reinforcing neighborhood commercial districts, preserving and enhancing cultural and educational institutions, marking major intersections as landmarks, discouraging land assembly, and detailing fundamental design principles.

The proposed height and bulk controls emphasize consistency with current development patterns. Additionally the controls were designed with a focus on protecting sunlight access for streets and alleyways.

Neighborhood-serving retail will be concentrated along Hayes, Gough, Market, Valencia, Church, and Castro streets, and Van Ness Avenue accordant with existing patterns.

3. That the City's supply of affordable housing be preserved and enhanced.

The proposed amendments will have a positive effect on the City's housing stock, and the Market &and Octavia Neighborhood's share of housing. They will enable the creation of new housing units in the Market &and Octavia Neighborhood, positively effecting the City's housing supply. Projects within the plan area will be subject to inclusionary housing requirements; fifteen to twenty percent of units would be permanently affordable. Additional mechanisms to ensure permanent housing affordability include preservation of existing housing stock, unbundling parking from housing, and flexibility in density controls. The redevelopment of the 22 Central Freeway parcels will result in the net increase of about 800 to 900 housing units in the Project Area by 2025. Approximately 50% of these units will be available at below market rates. The plan requires that any demolished units be replaced by an equal or greater number of units.

4. That commuter traffic not impede MUNI transit service or overburden our streets or neighborhood parking.

The proposed amendments would not result in commuter traffic impeding Muni transit service or overburdening the streets or neighborhood parking. Currently numerous bus lines and Muni trains run through Market and Octavia Neighborhood; including those along Market Street, Haight Street, Fillmore Street, Church Street, Mission Street, Valencia Street, Van Ness Avenue, and Eleventh Street. To mitigate potential impacts to these Muni lines, the proposed amendments encourage the creation of a Bus Rapid Transit lanes, transit lanes, transit preemption/prioritization signaling, and other transit improvements.

The proposed amendments would support an increase in the residential population of the area, which would increase trips originating and/or terminating in the neighborhood. The high concentration of new residential development, easy access to jobs, service and transit, and pedestrian improvements indicates that new Market and Octavia residents would make a greater share of trips without the use of the automobile, lessening the impacts of

new residents on the overburdening of streets and neighborhood parking.

The Market and Octavia Plan policies support a transportation strategy that builds on the existing transit and pedestrian infrastructure when appropriate. Existing neighborhood parking is protected by policies that shift demand, manage existing and future supply, and encourage higher utilization through innovative transit such as car sharing.

5. That a diverse economic base be maintained by protecting our industrial and service sectors from displacement due to commercial office development, and that future opportunities for resident employment and ownership in these sectors be enhanced.

The proposed amendments would not adversely affect the industrial or service sectors. The existing industrial and service businesses in the plan area are currently in the SoMa West neighborhood. These businesses would not be displaced by commercial office development. Due to its proximity to the downtown, the Plan envisions transforming this area into a vibrant new mixed-use residential neighborhood, providing much needed housing, a full range of new services and vibrant streets and public spaces. A portion of the original Market and Octavia study area included a portion of the Mission District that included repair and service sector uses, these blocks, south of Division Street, have been removed from the Market and Octavia Area Plan. Other than the SoMa West area, the proposed amendments do not make major changes to the allowable uses in the plan area.

6. That the City achieves the greatest possible preparedness to protect against injury and loss of life in an earthquake.

The proposed amendments would not adversely affect preparedness against injury and loss of life in an earthquake and would comply with applicable safety standards. New residential buildings would be subject to the City's Building Code, Fire Code and other applicable safety standards.

7. That landmarks and historic buildings be preserved.

The proposed amendments would not have a negative effect on the preservation of landmarks and historic buildings. The Market and

Octavia Area Plan calls for the protection of existing landmarks and historic buildings. A complete historic survey of the plan area will ensure that no historic resources are in contest with the Plan. The plan strengthens protection for historic resources and potential historic districts.

8. That our parks and open space and their access to sunlight and vistas be protected from development.

The proposed amendments would have a positive effect on parks and open space, and would not adversely affect existing open spaces or their access to sunlight and vistas. The proposed amendments include a series of open space improvements: the development of Hayes Green, McCoppin Park near the freeway touchdown, a neighborhood park on Brady Street, and the conversion of sidewalks and alleys to open space amenities. The Market and Octavia Plan details concepts and strategies for living sidewalks and alleyways and identifies numerous opportunities for these types of improvements within the plan area.

Individual buildings reviewed according to procedures described in Planning Code Section 295 are evaluated to identify the impacts of projects and buildings. Project permits can't be approved if the impacts are found to be significant.

The Market and Octavia planning process built on existing General Plan policies. Analysis of applicable General Plan Objectives and Policies has determined that the proposed action is consistent with the General Plan as it is proposed to be amended. The proposed actions offer a compelling articulation and implementation of many of the concepts outlined in the General Plan, especially the Air Quality, Urban Design, Transportation Element, Commerce and Industry, Recreation and Open Space, and Arts Elements. New Area Plan policies and zoning controls articulate these directive policies with specific consideration for the neighborhood conditions of the Market and Octavia Plan Area. Below are specific policies and objectives that support the proposed action.

NOTE: General Plan Elements are in CAPITAL ITALICS
General Plan Objectives are in CAPITAL LETTERS
General Plan Policies are in Arial standard font
Key Polices and Objectives are **Bolded**

AIR QUALITY ELEMENT

OBJECTIVE 2: REDUCE MOBILE SOURCES OF AIR POLLUTION THROUGH IMPLEMENTATION OF THE TRANSPORTATION ELEMENT OF THE GENERAL PLAN

- reducing congestion on roadways;
- giving priority to public transit, as mandated by the "Transit First" policy;
- encouraging the use of modes of travel other than single occupant vehicles such as transit, carpooling, walking, and bicycling;
- managing the supply of parking in the downtown area.
- promoting coordination between land use and transportation to improve air quality; and

OBJECTIVE 3: DECREASE THE AIR QUALITY IMPACTS OF DEVELOPMENT BY COORDINATION OF LAND USE AND TRANSPORTATION DECISIONS.

POLICY 3.1 Take advantage of the high density development in San Francisco to improve the transit infrastructure and also encourage high density and compact development where an extensive transportation infrastructure exists.

POLICY 3.2 Encourage mixed land use development near transit lines and provide retail and other types of service oriented uses within walking distance to minimize automobile dependent development.

POLICY 3.3 Continue existing city policies that require housing development in conjunction with office development and expand this requirement to other types of commercial developments.

POLICY 3.4 Continue past efforts and existing policies to promote new residential development in and close to the downtown area and other centers of employment, to reduce the number of auto commute trips to the city and to improve the housing/job balance within the city.

POLICY 3.5 Continue existing growth management policies in the city and give consideration to the overall air quality impacts of new development including its impact on the local and regional transportation system in the permit review process. Ensure that growth will not outpace improvements to transit or the circulation system.

POLICY 3.6 Link land use decision making policies to the availability of transit and consider the impacts of these policies on the local and regional transportation system.

POLICY 3.9 Encourage and require planting of trees in conjunction with new development to enhance pedestrian environment and select species of trees that optimize achievement of air quality goals.

URBAN DESIGN ELEMENT

OBJECTIVE 1: EMPHASIS OF THE CHARACTERISTIC PATTERN WHICH GIVES TO THE CITY AND ITS NEIGHBORHOODS AN IMAGE, A SENSE OF PURPOSE, AND A MEANS OF ORIENTATION.

POLICY 1.6 Make centers of activity more prominent through design of street features and by other means.

POLICY 1.8 Increase the visibility of major destination areas and other points for orientation.

POLICY 2.6 Respect the character of older development nearby in the design of new buildings.

OBJECTIVE 4: IMPROVEMENT OF THE NEIGHBORHOOD ENVIRONMENT TO INCREASE PERSONAL SAFETY, COMFORT, PRIDE AND OPPORTUNITY.

POLICY 4.11 Make use of street space and other unused public areas for recreation.

TRANSPORTATION ELEMENT

POLICY 1.1 Involve citizens in planning and developing transportation facilities and services, and in further defining objectives and policies as they relate to district plans and specific projects.

POLICY 1.2 Ensure the safety and comfort of pedestrians throughout the city.

POLICY 1.3 Give priority to public transit and other alternatives to the private automobile as the means of meeting San Francisco's transportation needs, particularly those of commuters.

POLICY 1.6 Ensure choices among modes of travel and accommodate each mode when and where it its most appropriate.

OBJECTIVE 3: MAINTAIN AND ENHANCE SAN FRANCISCO'S POSITION AS A REGIONAL DESTINATION WITHOUT INDUCING A GREATER VOLUME OF THROUGH AUTOMOBILE TRAFFIC.

POLICY 3.1 The existing vehicular capacity of the bridges, highways, and freeways entering the city should not be increased and, for single-occupant vehicles, should be reduced where possible.

OBJECTIVE 4: MAINTAIN AND ENHANCE SNA FRANCISCO'S POSITION AS THE HUB OF A REGIONAL, CITY-CENTERED TRANSIT SYSTEM.

POLICY 7.1 Reserve a majority of the off-street parking spaces at the periphery of downtown for short term parking.

OBJECTIVE 11: ESTABLISH PUBLIC TRANSIT AS THE PRIMARY MODE OF TRANSPORTATION IN SAN FRANCISCO AND AS A MEANS THROUGH WHICH TO GUIDE FUTURE DEVELOPMENT AND IMPROVE REGIONAL MOBILITY AND AIR QUALITY.

OBJECTIVE 14: DEVELOP AND IMPLEMENT A PLAN FOR OPERATIONAL CHANGES AND LAND USE POLICIES THAT WILL MAINTAIN MOBILITY AND SAFETY DESPITE A RISE IN TRAVEL DEMAND THAT COULD OTHERWISE RESULT IN SYSTEM CAPACITY DEFICIENCIES.

POLICY 14.1 Reduce road congestion on arterials through the implementation of traffic control strategies, such as signal-light synchronization and turn controls, that improve vehicular flow without impeding movement for pedestrians and bicyclists.

POLICY 14.2 Ensure that traffic signals are timed and phased to emphasize transit, pedestrian, and bicycle traffic as part of a balanced multi-modal transportation system.

POLICY 14.3 Improve transit operation by implementing strategies that facilitate and prioritize transit vehicle movement and loading.

POLICY 14.4 Reduce congestion by encouraging alternatives to the single occupant auto through the reservation of right-of-way and enhancement of other facilities dedicated to multiple modes of transportation.

POLICY 14.7 Encourage the use of transit and other alternatives modes of travel to the private automobile through the positioning of building entrances and the convenient location of support facilities that prioritizes access from these modes.

OBJECTIVE 15: ENCOURAGE ALTERNATIVES TO THE AUTOMOBILE AND REDUCED TRAFFIC LEVELS ON RESIDENTIAL STREETS THAT SUFFER FROM EXCESSIVE TRAFFIC THROUGH THE MANAGEMENT OF TRANSPORTATION SYSTEMS AND FACILITIES.

POLICY 15.1 Discourage excessive automobile traffic on residential streets by incorporating traffic-calming treatments.

Such treatments may include signalization and signage changes that favor other modes of transportation, widened sidewalks, landscape strips, bicycle lanes or transit stops, bicycle-and-transit friendly speed bumps, or reduced traffic speeds.

POLICY 15.2 Consider partial closure of certain residential streets to automobile traffic where the nature and level of automobile traffic impairs livability and safety, provided that there is an abundance of alternative routes such that the closure will not create undue congestion on parallel streets.

POLICY 18.2 Design streets for a level of traffic that serves, but will not cause a detrimental impact on adjacent land uses.

POLICY 20.2 Reduce, relocate or prohibit automobile facility features on transit preferential streets, such as driveways and loading docks, to avoid traffic conflicts and automobile congestion.

OBJECTIVE 23: IMPROVE THE CITY'S PEDESTRIAN CIRCULATION SYSTEM TO PROVIDE FOR EFFICIENT, PLEASANT, AND SAFE MOVEMENT.

OBJECTIVE 24: IMPROVE THE AMBIENCE OF THE PEDESTRIAN ENVIRONMENT.

OBJECTIVE 26: CONSIDER THE SIDEWALK AREA AS AN IMPORTANT ELEMENT IN THE CITYWIDE OPEN SPACE SYSTEM.

OBJECTIVE 27: ENSURE THAT BICYCLES CAN BE USED SAFELY AND CONVENIENTLY AS A PRIMARY MEANS OF TRANSPORTATION AS WELL AS FOR RECREATIONAL PURPOSES.

OBJECTIVE 30: ENSURE THAT THE PROVISION OF NEW OR ENLARGED PARKING FACILITIES DOES NOT ADVERSELY AFFECT THE LIVABILITY AND DESIRABILITY OF THE CITY AND ITS VARIOUS NEIGHBORHOODS.

COMMERCE AND INDUSTRY ELEMENT

POLICY 1.1 Encourage development which provides substantial net benefits and minimizes undesirable consequences. Discourage development which has substantial undesirable consequences that cannot be mitigated.

OBJECTIVE 6: MAINTAIN AND STRENGTHEN VIABLE NEIGHBORHOOD COMMERCIAL AREAS EASILY ACCESSIBLE TO CITY RESIDENTS.

POLICY 6.1 Ensure and encourage the retention and provision of neighborhood-serving goods and services in the city's neighborhood commercial districts, while recognizing and encouraging diversity among the districts.

POLICY 6.2 Promote economically vital neighborhood commercial districts which foster small business enterprises and entrepreneurship and which are responsive to economic and technological innovation in the marketplace and society.

POLICY 6.3 Preserve and promote the mixed commercial-residential character in neighborhood commercial districts. Strike a balance between the preservation of existing affordable housing and needed expansion of commercial activity.

POLICY 6.6 Adopt specific zoning districts which conform to a generalized neighborhood commercial land use and density plan.

POLICY 6.7 Promote high quality urban design on commercial streets.

POLICY 7.1 Promote San Francisco, particularly the civic center, as a location for local, regional, state and federal governmental functions.

RECREATION AND OPEN SPACE ELEMENT

POLICY 2.1 Provide an adequate total quantity and equitable distribution of public open spaces throughout the City.

POLICY 2.7 Acquire adequate open space for public use.

POLICY 2.9 Maintain and expand the urban forest.

POLICY 2.12 Expand community garden opportunities throughout the City.

POLICY 4.6 Assure the provision of adequate public open space to serve new residential development.

POLICY 4.7 Provide open space to serve neighborhood commercial districts.

ARTS ELEMENT

POLICY 1.1 Encourage development which provides substantial net benefits and minimizes undesirable consequences. Discourage development which has substantial undesirable consequences that cannot be mitigated.

NOW, THEREFORE BE IT RESOLVED, That pursuant to Planning Code Section 302 (b), the Planning Commission held a public hearing on September 28, 2006 and after considering the testimony of staff and members of the public, adopted Resolution No. 17313, a Resolution of Intention to Initiate amendments to the Planning Code. The amendments contain proposals for changes to standards from those currently established by the Planning Code; including those for land use, height and bulk, building design, loading, density, residential

demolition and parking. Proposed Planning Code text and map amendments will a) establish three new zoning districts, b) amend the Hayes-Gough, Upper Market, and Valencia Neighborhood Commercial Districts (NCDs), c) update height and bulk districts and d) make related revisions to the Planning Code necessary to implement the General Plan as proposed to be amended and make related Planning Code Amendments pursuant to the Market and Octavia Area Plan.

AND BE IT FURTHER RESOLVED, That pursuant to Planning Code Section 306.3, the Planning Commission authorized the Department to provide appropriate notice for a series of public hearings on October 26, Nov. 2, Nov. 9, Dec. 7, and Dec. 14, 2006 to consider the above referenced Planning Code amendments contained in the draft ordinance approved as to form by the City Attorney in **Exhibit T-3,** as though fully set forth herein.

I hereby certify that the foregoing Resolution was **ADOPTED** by the City Planning Commission on _____.

Linda Avery
Commission Secretary

EXHIBIT Z-2 ZONING MAP AMENDMENTS RESOLUTION

SAN FRANCISCO

PLANNING COMMISSION

RESOLUTION NO. PC RES NO

WHEREAS, Section 4.105 of the Charter of the City and County of San Francisco mandates that the Planning Department shall periodically recommend to the Board of Supervisors for approval or rejection proposed amendments to the Zoning Maps.

The San Francisco Planning Department is seeking to implement the Market and Octavia Neighborhood Plan ("Neighborhood Plan"), which encourages diverse and affordable housing, choices for movement, safe streets, and a cohesive neighborhood fabric.

Proposed amendments to the General Plan, include adding a new area plan, the Market and Octavia Area Plan, and making related amendments to the Commerce and Industry, Housing, Recreation and Open Space, and Transportation Elements, the Civic Center Area Plan, Downtown Area Plan, South of Market Area Plan, and the Land Use Index to implement the Market and Octavia Neighborhood Plan. The Department proposes a number of conforming Including amendments to Sectional Maps 2 and 2H, 7 and 7H, and Maps 2SU and 7SU of the Zoning Map of the City and County of San Francisco. The amendments would include changes to permitted land use and height and bulk controls, reclassifying properties into newly created districts throughout the plan area.

Although development envisioned within the Market and Octavia area would be consistent with the overall General Plan vision, the Zoning Map governs land use, and height and bulk permitted in the area and a number of changes are proposed. Thus, conforming amendments to the Zoning Map would be required in order for development to proceed in the area consistent with the Market and Octavia Area Plan of the General Plan. The proposed zoning map changes to land use and height and bulk districts are included in a draft ordinance, **attached hereto as Exhibit Z-3**. The City Attorney's Office has reviewed the draft ordinance and approved it as to form.

Planning Code Section 101.1(b) establishes eight priority policies and is the basis by which differences between competing policies in the General Plan are resolved. The project is consistent with the eight priority policies, in that:

1. That existing neighborhood serving retail uses be preserved and enhanced and future opportunities for resident employment in or ownership of such businesses enhanced.

The proposed amendments will have a positive effect on neighborhood serving retail uses. The Market and Octavia Plan supports existing and new commerce by encouraging ground floor retail in commercial areas and other improvements to the pedestrian realm. New development enabled by the Market and Octavia Plan will enhance the neighborhood commercial districts along Market Street, Octavia Boulevard, Hayes Street, Gough Street, and Inner Valencia Street, providing potential employment and ownership opportunities for San Francisco residents. The proposed amendments will support the creation of new housing units, providing a market for increased retail uses along these corridors and allow expansion of the customer base for neighborhood serving businesses beyond the constraints of automobile congestion and parking.

2. That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods.

The Plan protects and enhances the existing neighborhood character by applying appropriate height and bulk limits, protecting landmark and other historic buildings, reinforcing neighborhood commercial districts, preserving and enhancing cultural and educational institutions, marking major intersections as landmarks, discouraging land assembly, and detailing fundamental design principles.

The proposed height and bulk controls emphasize consistency with current development patterns. Additionally the controls were designed with a focus on protecting sunlight access for streets and alleyways.

Neighborhood-serving retail will be concentrated along Hayes, Gough, Market, Valencia, Church, and Castro streets, and Van Ness Avenue accordant with existing patterns.

3. That the City's supply of affordable housing be preserved and enhanced.

The proposed amendments will have a positive effect on the City's housing stock, and the Market &and Octavia Neighborhood's share of housing. They will enable the creation of new housing units in the Market &and Octavia Neighborhood, positively effecting the City's housing supply. Projects within the plan area will be subject to inclusionary housing requirements; fifteen to twenty percent of units would be permanently affordable. Additional mechanisms to ensure permanent housing affordability include preservation of existing housing stock, unbundling parking from housing, and flexibility in density controls. The redevelopment of the 22 Central Freeway parcels will result in the net increase of about 800 to 900 housing units in the Project Area by 2025. Approximately 50% of these units will be available at below market rates. The plan requires that any demolished units be replaced by an equal or greater number of units.

4. That commuter traffic not impede MUNI transit service or overburden our streets or neighborhood parking.

The proposed amendments would not result in commuter traffic impeding Muni transit service or overburdening the streets or neighborhood parking. Currently numerous bus lines and Muni trains run through Market and Octavia Neighborhood; including those along Market Street, Haight Street, Fillmore Street, Church Street, Mission Street, Valencia Street, Van Ness Avenue, and Eleventh Street. To mitigate potential impacts to these Muni lines, the proposed amendments encourage the creation of a Bus Rapid Transit lanes, transit lanes, transit preemption/prioritization signaling, and other transit improvements.

The proposed amendments would support an increase in the residential population of the area, which would increase trips originating and/or terminating in the neighborhood. The high concentration of new residential development, easy access to jobs, service and transit, and pedestrian improvements indicates that new Market and Octavia residents would make a greater share of trips without the use of the automobile, lessening the impacts of new residents on the overburdening of streets and neighborhood parking.

The Market and Octavia Plan policies support a transportation strategy that builds on the existing transit and pedestrian infrastructure when appropriate. Existing neighborhood parking is protected by policies that shift demand, manage existing and future supply, and encourage higher utilization through innovative transit such as car sharing.

5. That a diverse economic base be maintained by protecting our industrial and service sectors from displacement due to commercial office development, and that future opportunities for resident employment and ownership in these sectors be enhanced.

The proposed amendments would not adversely affect the industrial or service sectors. The existing industrial and service businesses in the plan area are currently in the SoMa West neighborhood. These businesses would not be displaced by commercial office development. Due to its proximity to the downtown, the Plan envisions transforming this area into a vibrant new mixed-use residential neighborhood, providing much needed housing, a full range of new services and vibrant streets and public spaces. A portion of the original Market and Octavia study area included a portion of the Mission District that included repair and service sector uses, these blocks, south of Division Street, have been removed from the Market and Octavia Area Plan. Other than the SoMa West area, the proposed amendments do not make major changes to the allowable uses in the plan area.

6. That the City achieves the greatest possible preparedness to protect against injury and loss of life in an earthquake.

The proposed amendments would not adversely affect preparedness against injury and loss of life in an earthquake and would comply with applicable safety standards. New residential buildings would be subject to the City's Building Code, Fire Code and other applicable safety standards.

7. That landmarks and historic buildings be preserved.

The proposed amendments would not have a negative effect on the preservation of landmarks and historic buildings. The Market and Octavia Area Plan calls for the protection of existing landmarks and historic buildings. A complete historic survey of the plan area will ensure that no historic resources are in contest with the Plan. The plan strengthens protection for historic resources and potential historic districts.

8. That our parks and open space and their access to sunlight and vistas be protected from development.

The proposed amendments would have a positive effect on parks and open space, and would not adversely affect existing open spaces or their access to sunlight and vistas. The proposed amendments include a series of open space improvements: the development of Hayes Green,

McCoppin Park near the freeway touchdown, a neighborhood park on Brady Street, and the conversion of sidewalks and alleys to open space amenities. The Market and Octavia Plan details concepts and strategies for living sidewalks and alleyways and identifies numerous opportunities for these types of improvements within the plan area.

Individual buildings reviewed according to procedures described in Planning Code Section 295 are evaluated to identify the impacts of projects and buildings. Project permits can't be approved if the impacts are found to be significant.

The Market and Octavia planning process built on existing General Plan policies. Analysis of applicable General Plan Objectives and Policies has determined that the proposed action is consistent with the General Plan as it is proposed to be amended. The proposed actions offer a compelling articulation and implementation of many of the concepts outlined in the General Plan, especially the Air Quality, Urban Design, Transportation Element, Commerce and Industry, Recreation and Open Space, and Arts Elements. New Area Plan policies and zoning controls articulate these directive policies with specific consideration for the neighborhood conditions of the Market and Octavia Plan Area. Below are specific policies and objectives that support the proposed action.

NOTE: General Plan Elements are in *CAPITAL ITALICS*
General Plan Objectives are in CAPITAL LETTERS
General Plan Policies are in Arial standard font
Key Polices and Objectives are **Bolded**

AIR QUALITY ELEMENT

OBJECTIVE 2: REDUCE MOBILE SOURCES OF AIR POLLUTION THROUGH IMPLEMENTATION OF THE TRANSPORTATION ELEMENT OF THE GENERAL PLAN

- reducing congestion on roadways;
- giving priority to public transit, as mandated by the "Transit First" policy;
- encouraging the use of modes of travel other than single occupant vehicles such as transit, carpooling, walking, and bicycling;
- managing the supply of parking in the downtown area.
- promoting coordination between land use and transportation to improve air quality; and

OBJECTIVE 3: DECREASE THE AIR QUALITY IMPACTS OF DEVELOPMENT BY COORDINATION OF LAND USE AND TRANSPORTATION DECISIONS.

POLICY 3.1 Take advantage of the high density development in San Francisco to improve the transit infrastructure and also encourage high density and compact development where an extensive transportation infrastructure exists.

POLICY 3.2 Encourage mixed land use development near transit lines and provide retail and other types of service oriented uses within walking distance to minimize automobile dependent development.

POLICY 3.3 Continue existing city policies that require housing development in conjunction with office development and expand this requirement to other types of commercial developments.

POLICY 3.4 Continue past efforts and existing policies to promote new residential development in and close to the downtown area and other centers of employment, to reduce the number of auto commute trips to the city and to improve the housing/job balance within the city.

POLICY 3.5 Continue existing growth management policies in the city and give consideration to the overall air quality impacts of new development including its impact on the local and regional transportation system in the permit review process. Ensure that growth will not outpace improvements to transit or the circulation system.

POLICY 3.6 Link land use decision making policies to the availability of transit and consider the impacts of these policies on the local and regional transportation system.

POLICY 3.9 Encourage and require planting of trees in conjunction with new development to enhance pedestrian environment and select species of trees that optimize achievement of air quality goals.

URBAN DESIGN ELEMENT

OBJECTIVE 1: EMPHASIS OF THE CHARACTERISTIC PATTERN WHICH GIVES TO THE CITY AND ITS NEIGHBORHOODS AN IMAGE, A SENSE OF PURPOSE, AND A MEANS OF ORIENTATION.

POLICY 1.6 Make centers of activity more prominent through design of street features and by other means.

POLICY 1.8 Increase the visibility of major destination areas and other points for orientation.

POLICY 2.6 Respect the character of older development nearby in the design of new buildings.

OBJECTIVE 4: IMPROVEMENT OF THE NEIGHBORHOOD ENVIRONMENT TO INCREASE PERSONAL SAFETY, COMFORT, PRIDE AND OPPORTUNITY.

POLICY 4.11 Make use of street space and other unused public areas for recreation.

TRANSPORTATION ELEMENT

POLICY 1.1 Involve citizens in planning and developing transportation facilities and services, and in further defining objectives and policies as they relate to district plans and specific projects.

POLICY 1.2 Ensure the safety and comfort of pedestrians throughout the city.

POLICY 1.3 Give priority to public transit and other alternatives to the private automobile as the means of meeting San Francisco's transportation needs, particularly those of commuters.

POLICY 1.6 Ensure choices among modes of travel and accommodate each mode when and where it its most appropriate.

OBJECTIVE 3: MAINTAIN AND ENHANCE SAN FRANCISCO'S POSITION AS A REGIONAL DESTINATION WITHOUT INDUCING A GREATER VOLUME OF THROUGH AUTOMOBILE TRAFFIC.

POLICY 3.1 The existing vehicular capacity of the bridges, highways, and freeways entering the city should not be increased and, for single-occupant vehicles, should be reduced where possible.

OBJECTIVE 4: MAINTAIN AND ENHANCE SNA FRANCISCO'S POSITION AS THE HUB OF A REGIONAL, CITY-CENTERED TRANSIT SYSTEM.

POLICY 7.1 Reserve a majority of the off-street parking spaces at the periphery of downtown for short term parking.

OBJECTIVE 11: ESTABLISH PUBLIC TRANSIT AS THE PRIMARY MODE OF TRANSPORTATION IN SAN FRANCISCO AND AS A MEANS THROUGH WHICH TO GUIDE FUTURE DEVELOPMENT AND IMPROVE REGIONAL MOBILITY AND AIR QUALITY.

OBJECTIVE 14: DEVELOP AND IMPLEMENT A PLAN FOR OPERATIONAL CHANGES AND LAND USE POLICIES THAT WILL MAINTAIN MOBILITY AND SAFETY DESPITE A RISE IN TRAVEL DEMAND THAT COULD OTHERWISE RESULT IN SYSTEM CAPACITY DEFICIENCIES.

POLICY 14.1 Reduce road congestion on arterials through the implementation of traffic control strategies, such as signal-light synchronization and turn controls, that improve vehicular flow without impeding movement for pedestrians and bicyclists.

POLICY 14.2 Ensure that traffic signals are timed and phased to emphasize transit, pedestrian, and bicycle traffic as part of a balanced multi-modal transportation system.

POLICY 14.3 Improve transit operation by implementing strategies that facilitate and prioritize transit vehicle movement and loading.

POLICY 14.4 Reduce congestion by encouraging alternatives to the single occupant auto through the reservation of right-of-way and enhancement of other facilities dedicated to multiple modes of transportation.

POLICY 14.7 Encourage the use of transit and other alternatives modes of travel to the private automobile through the positioning of building entrances and the convenient location of support facilities that prioritizes access from these modes.

OBJECTIVE 15: ENCOURAGE ALTERNATIVES TO THE AUTOMOBILE AND REDUCED TRAFFIC LEVELS ON RESIDENTIAL STREETS THAT SUFFER FROM EXCESSIVE TRAFFIC THROUGH THE MANAGEMENT OF TRANSPORTATION SYSTEMS AND FACILITIES.

POLICY 15.1 Discourage excessive automobile traffic on residential streets by incorporating traffic-calming treatments.

Such treatments may include signalization and signage changes that favor other modes of transportation, widened sidewalks, landscape strips, bicycle lanes or transit stops, bicycle-and-transit friendly speed bumps, or reduced traffic speeds.

POLICY 15.2 Consider partial closure of certain residential streets to automobile traffic where the nature and level of automobile traffic impairs livability and safety, provided that there is an abundance of alternative routes such that the closure will not create undue congestion on parallel streets.

POLICY 18.2 Design streets for a level of traffic that serves, but will not cause a detrimental impact on adjacent land uses.

POLICY 20.2 Reduce, relocate or prohibit automobile facility features on transit preferential streets, such as driveways and loading docks, to avoid traffic conflicts and automobile congestion.

OBJECTIVE 23: IMPROVE THE CITY'S PEDESTRIAN CIRCULATION SYSTEM TO PROVIDE FOR EFFICIENT, PLEASANT, AND SAFE MOVEMENT.

OBJECTIVE 24: IMPROVE THE AMBIENCE OF THE PEDESTRIAN ENVIRONMENT.

OBJECTIVE 26: CONSIDER THE SIDEWALK AREA AS AN IMPORTANT ELEMENT IN THE CITYWIDE OPEN SPACE SYSTEM.

OBJECTIVE 27: ENSURE THAT BICYCLES CAN BE USED SAFELY AND CONVENIENTLY AS A PRIMARY MEANS OF TRANSPORTATION AS WELL AS FOR RECREATIONAL PURPOSES.

OBJECTIVE 30: ENSURE THAT THE PROVISION OF NEW OR ENLARGED PARKING FACILITIES DOES NOT ADVERSELY AFFECT THE LIVABILITY AND DESIRABILITY OF THE CITY AND ITS VARIOUS NEIGHBORHOODS.

COMMERCE AND INDUSTRY ELEMENT

POLICY 1.1 Encourage development which provides substantial net benefits and minimizes undesirable consequences. Discourage development which has substantial undesirable consequences that cannot be mitigated.

OBJECTIVE 6: MAINTAIN AND STRENGTHEN VIABLE NEIGHBORHOOD COMMERCIAL AREAS EASILY ACCESSIBLE TO CITY RESIDENTS.

POLICY 6.1 Ensure and encourage the retention and provision of neighborhood-serving goods and services in the city's neighborhood commercial districts, while recognizing and encouraging diversity among the districts.

POLICY 6.2 Promote economically vital neighborhood commercial districts which foster small business enterprises and entrepreneurship and which are responsive to economic and technological innovation in the marketplace and society.

POLICY 6.3 Preserve and promote the mixed commercial-residential character in neighborhood commercial districts. Strike a balance between the preservation of existing affordable housing and needed expansion of commercial activity.

POLICY 6.6 Adopt specific zoning districts which conform to a generalized neighborhood commercial land use and density plan.

POLICY 6.7 Promote high quality urban design on commercial streets.

POLICY 7.1 Promote San Francisco, particularly the civic center, as a location for local, regional, state and federal governmental functions.

RECREATION AND OPEN SPACE ELEMENT

POLICY 2.1 Provide an adequate total quantity and equitable distribution of public open spaces throughout the City.

POLICY 2.7 Acquire adequate open space for public use.

POLICY 2.9 Maintain and expand the urban forest.

POLICY 2.12 Expand community garden opportunities throughout the City.

POLICY 4.6 Assure the provision of adequate public open space to serve new residential development.

POLICY 4.7 Provide open space to serve neighborhood commercial districts.

ARTS ELEMENT
POLICY 1.1 Encourage development which provides substantial net benefits and minimizes undesirable consequences. Discourage development which has substantial undesirable consequences that cannot be mitigated.

NOW, THEREFORE BE IT RESOLVED, That pursuant to Planning Code Section 302 (b), the Planning Commission held a public hearing on September 28, 2006 and after considering written and oral information presented by the staff and considering public comment, adopted Resolution No. 17314, a Resolution of Intention to initiate amendments to the Planning Code, initiating amendments to Sectional Maps 2 and 2H, 7 and 7H, and Maps 2SU and 7SU of the Zoning Map of the City and County of San Francisco,.in order to implement the proposed Market and Octavia Neighborhood Plan.

AND BE IT FURTHER RESOLVED, That pursuant to Planning Code Section 306.3, the Planning Commission authorizes the Department to provide appropriate notice for a series of public hearings on October 26, Nov. 2, Nov. 9, Dec. 7 and Dec. 14, 2006 to consider the above referenced Zoning Map amendments contained in an ordinance approved as to form by the City Attorney hereto attached as **Exhibit Z-3**, as though fully set forth herein.

I hereby certify that the foregoing Resolution was ADOPTED by the City Planning Commission on _____ ___, 2006.

Linda Avery
Commission Secretary